

DEC 27 1994

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December 20, 1994

TO: Region Operations Managers
FROM: George Smith
SUBJECT: Super Valu Status Update

Attached for your information and use is a summary page (Attachment 1) which shows each Super Valu division's Alliance accrual YTD ending November 30, 1994.

We are making one major change on the procedure to request funding for Super Valu. However, first let me give you an overview on how they are structured.

Super Valu has a multi-level structure as it pertains to their private label programs. Super Valu Corporate makes the decision as to what private label brand they will purchase and how the items will be worked for the retail customers they service. Most of their true private label products are serviced using a division of Super Valu's in-house brokerage firm - Preferred Product Inc. and CAL Growers Corp. (Updates contact list Attachment II)

Preferred Products administers the private label programs, sets up and approves division promotional plans. CGC is the retail sales force that implements programs at store level. Each Super Valu ship-to location has a CGC district manager headquartered at that location and has retail sales people responsible for selling in private label promotions and setting up displays.

Each ship-to location will continue to accrue \$.60 per carton on all Value & Quality purchases and each location is to develop a quarterly promotional program for Value & Quality cigarettes. The change to our program is the Super Valu division will request funds for their program from Preferred Products. I am in the process of transferring the Alliance fund accrual to preferred products. They in turn will supply me with a quarterly reconciliation on how and where funds are spent.

During the month of January, Preferred Product will be running a national promotion on Value & Quality. They will announce to their retail customers that starting 1/16/95, the CGC representative will be applying \$2.00 coupons on all cartons of Value & Quality cigarettes at retail. CGC reps will present this promotion to all retailers to obtain promotional support and displays on Value & Quality.

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If you would like to get your people involved in implementing this program at retail or feel a \$.20 per pack promotion is a better use of funds in a chain, please contact your local CGC district manager (Attachment III) and work out the details.

Please note coupons are to be ordered by the local Super Valu division through Preferred Products.

cc: D. R. Baker
J. W. Best
P. J. Cundari
S. G. Hanes
S. R. Qualkinbush
T. M. Renehan
L. S. Schreiber
D. L. Wilmesher

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SUPERVALU

ALLIANCE FUND ACTIVITY AS OF 11/30/94

			TOTAL		
			ACCURAL		
BRANCH	ACCOUNT NUMBER	DIVISION NUMBER	YTD 11/30/94	PROGRAM SPENDING	BALANCE
WILLIAMSPORT, MD	135770	2926	\$6,302		\$6,302
ANDOVER, MA	136760	1126	\$1,704		\$1,704
QUINCY, FL	281640	2430	\$24,667		\$24,667
URBANA, IL	283821	6926	\$6,253		\$6,253
PLEASANT PRAIRIE, WI	347240	6332	\$9,618	\$2,085	\$7,533
SPOKANE, WA	362381	5630	\$14,377	\$3,413	\$10,964
GREAT FALLS, MT	362384	5640	\$284		\$284
TOCOMA, WA	362390	5626	\$136,465	\$117,049	\$19,416
INDIANOLA, MS	366840	2529	\$2,465		\$2,465
PRESQUE ISLAND, ME	394367	1122	\$6,366		\$6,366
PORTLAND, ME	394402	1122	\$2,095		\$2,095
AURORA, CO	513925	5332	\$1,482		\$1,482
NEW STANTON, PA	525761	1732	\$8,995		\$8,995
FORT WAYNE, IN	624840	6737	\$25,650		\$25,650
MINNEAPOLIS, MN	624860	6324	\$69,590		\$69,590
BISMARCK, ND	624880	6336	\$8,921		\$8,921
URBANDALE, IA	624920	6239	\$12,344		\$12,344
ATLANTA, GA	624930	2228	\$1,041		\$1,041
FARGO, ND	624940	6336	\$16,575		\$16,575
GREEN BAY, WI	624960	6322	\$7,053	\$1,065	\$5,988
ANNISTON, AL	624980	2424	\$3,254		\$3,254
MILTON, WV	692910	1736	\$15,150		\$15,150
BELLE VERNON, PA	692930	1732	\$33		\$33
BLOOMINGTON, IN	692940	6838	\$519		\$519
KEENE, NH	692980	1124	\$4,028		\$4,028
SCOTT CITY, MO	693000	2536	\$3,554		\$3,554
TEMPLE, PA	693010	1324	\$13,886	\$4,020	\$9,866
HAZELWOOD, MO	693120	6922	\$53,549		\$53,549
GREENVILLE, KY	693200	6837	\$15,518		\$15,518
BILLINGS, MT	784590	5638	\$91,003	\$30,150	\$60,853
GREAT FALLS, MT	785010	5638	\$34,800	\$7,443	\$27,357
	TOTAL		\$597,542	\$165,225	\$432,317

SUPERVALU DIVISION/CGC ACCOUNT MANAGER LIST

ANDOVER DIVISION 300 Ballardvale Avenue Andover, MA 01810 508/749-1755 FAX: 508/749-1747 Chet Wentworth	FARGO DIVISION 3501 12th Avenue N 58102 PO Box 2547 (Zip 58108) Fargo, ND 58102 701/293-2110 FAX: 701/293-2124 Greg Thibert	KEENE DIVISION 350 Marlboro Street PO Box 726 Keene, NH 03431 603/352-1004 FAX: 603/357-3260 Dale Arleth
ANNISTON DIVISION 2130 Roberts Drive PO Box 430 (Zip 36202) Industrial Park Anniston, AL 36201 205/235-3432 FAX: 205/235-3437 Mike Randall	FOOD MARKETING DIV. 4815 Executive Boulevard PO Box 1198 (Zip 46801) Ft Wayne, IN 46808 FAX: 219/482-7593 Jerry Robins 219/480-7679 Jim Fink 219/480-7637	LANECO P.O. Box 3234 3747 Hecktown Road Palmer, PA 18043-3234 215/253-7155 FAX: 215/253-5732 Bill Gable
BILLINGS DIVISION 1629 Kings Avenue W PO Box 30838 (Zip 59107) Billings, MT 59102 406/247-1403 FAX: 406/657-1532 Cal Stringfield	GREAT LAKES DIVISION 7400 95th Street PO Box 330 Pleasant Prairie, WI 53158-0330 414/947-9371 FAX: 414/947-9208 Scott Cummings	LEWIS GROCER Hwy 49 South P.O. Box 670 Indianola, MS 38751 601/887-8531 FAX: 601/887-8424 Richard Pennington
BISMARCK DIVISION 707 Airport Road PO 5506 (Zip 58502) Bismarck, ND 58504 701/222-5600 FAX: 701/222-5658 Carolyn Wold	GREENVILLE DIVISION 600 Greene Drive PO Box 427 Greenville, KY 42345-0427 502/338-8606 Ext 606 FAX: 502/338-8623 Gary Ballard	LIVONIA DIVISION (Foodland Distributors) 12701 Middlebelt Road Livonia, MI 48150 313/523-2273 FAX: 313/523-2199 Sharon Dishaw
DENVER DIVISION 1983 Tower Road Aurora, CO 80011 PO Box 17449 Denver, CO 80217 303/363-6505 FAX: 303/361-0376 Karen Kirby	HOUCHEN'S INDUSTRIES 900 Church Street Box #90009 Bowling Green, KY 42101 502/843-3252 FAX: 502/781-6377 Teresa Anthony	MAINE-PORTLAND DIV. 56 Milliken Street PO Box 1941 Portland, ME 04104 207/797-5490 FAX: 207/797-3283 George Curran
DES MOINES DIVISION 3900 NW 106th Street PO Box 637 (Zip 50303-0637) Des Moines, IA 50322 515/270-4444 FAX: 515/270-4454 Dave Hallman	J.M. JONES DIVISION PO Box 9008 Champaign, IL 61826-9008 2611 North Lincoln Avenue Urbana, IL 61801 217/384-2800 FAX: 217/337-4400 Cliff Black Ext 488 Liz Bennett Ext 342	MARYLAND DIVISION 9822 Prosperity Lane Interstate Industrial Park PO Box 109 Williamsport, MD 21795 301-223-5693 FAX: 301/223-5682 Bruce Traks

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MILTON DIVISION James River Turnpike PO Box 386 Milton, WV 25541 304/743-9087 x249 FAX: 304/743-1521 Keith Huntley	QUINCY DIVISION State Rd. 267 & Joe Adams Rd. PO Box 1021 (32351-1021) Quincy, FL 32351 904/875-5325 FAX: 904/875-5401 Greg Mitchell	ST. LOUIS DIVISION 7100 Hazelwood Avenue Hazelwood, MO 63042 314/595-1875 FAX: 314/595-1914 Debbie Jenkins
MINNEAPOLIS DIVISION 101 Jefferson Avenue South Hopkins, MN 55343 PO Box 1451 Minneapolis, MN 55440 612/932-3817 FAX: 612/932-4624 Mark Leikam	READING DIVISION West Tuckerton Road PO Box 298 Temple, PA 19560 215/929-7248 FAX: 215/921-8747 Bill Gable	SUPERVALU INC. PO Box 990 Minneapolis, MN 55440 11840 Valley View Road Eden Prairie, MN 55344 612/828-4743 FAX: 612/828-8956 Nancy Kaster
NORTHERN REGION 215 East Excelsior Blvd. Hopkins, MN 55343 612/932-1951 FAX: 612/932-1971 Mark Reiter	SCOTT CITY DIVISION 600 Daugherty Street PO Box 999 Scott City, MO 63780 314/264-3811 x131 FAX: 314/264-3561 Norm Robert	TACOMA DIVISION 1525 East D Street PO Box 2237 (98401) Tacoma, WA 98421 206/593-8551 FAX: 206/593-8529 Duane Hedlind (Retail Rep)
OHIO VALLEY DIVISION 1003 Bellbrook Avenue Xenia, OH 45385 800/346-7008 x638 FAX: 513/374-7535 Dennis Allen	SHOP 'N SAVE CGC c/o Shop 'N Save 10461 Manchester Road Kirkwood, MO 63122 314/984-0900 x260 FAX: 314/984-1353 Jim Moss	WAREMART 3601 State Street NE PO Box 12909 (97309-0909) Salem, OR 97301 503/581-6100 FAX: 503/588-5755 Teri Chenault
PITTSBURGH DIVISION PO Box 29 Rehoboth Valley Belle Vernon, PA 15012 FAX: 412/929-8066 Wayne Hancock 412/929-1232 Wes Howarth 412/929-1235 Rich Gray 412/929-1427 Sandy Bavuso 412/929-1212	SOUTHEAST REGION CGC C/O SUPERVALU Southeast Regional Procurement Office 600 Selig Drive S.W. 30336 P.O. Box 105212 (30348) Atlanta, GA 404/699-3689 FAX: 404/699-3680 Tom Stadnik	CGC ST LOUIS 7100 Hazelwood Avenue Hazelwood, MO 63042 Switchboard: 314/524-4000 FAX: 314/524-2455 Steve Holdman: 314/595-4037 Julie Eudy: 314/595-1631 Fran Jost: 314/595-1628
PREFERRED PRODUCTS 312 Lake Hazeltine Drive Chaska, MN 55318 Switchboard: 612/448-5252 FAX: 612/448-4084 Russ Bechler 612/368-1627 Tim Vaughan 612/368-1632 Jay Johnson 612/368-1687 Jennifer Billman 612/368-1675 Kathy Nelson 612/368-1614	SPOKANE DIVISION 11016 E. Montgomery Ave. PO Box 2808 (99220) Spokane, WA 99206 509/928-7700 FAX: 509/922-9617 Don Ambrose	STEVE LISTER CGC Route 12 Box 233 Springfield, IL 62707 217/522-8078 FAX: 217/522-9276

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VALUE & QUALITY \$2.00 COUPON PROMOTIONAL FLOW CHART

<u>DATE/WEEK OF</u>	<u>ACTIVITY</u>
w.o. January 9	<ul style="list-style-type: none">• Meeting with CGC to determine product and coupon needs.
w.o. January 9	<ul style="list-style-type: none">• Communicate to PPI product and coupon needs.
w.o. January 9	<ul style="list-style-type: none">• Place order with R. J. Reynolds for promotional product.
w.o. January 9	<ul style="list-style-type: none">• Notify retail customers of upcoming promotions.• CGC start selling promotion to retailers and prebooking orders.
January 16 or 23	<ul style="list-style-type: none">• Start shipping prebooked orders.
January 16 or 23	<ul style="list-style-type: none">• CGC starts setting up display, couponing product and placing/pricing POS.
w.o February 1	<ul style="list-style-type: none">• Initial evaluation of promotion and make necessary adjustments to maximize the V&Q promotion.

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